What is claimed is:

1. A gas discharge display device that reproduces a color of each pixel of a color image by controlling light emission quantities of three kinds of cells having different light emission colors, wherein a mixed color of the light emission colors of the three kinds of cells when reproducing a white color is set to a color defined by chromaticity coordinates in which a positive or negative deviation from a blackbody locus is generated in a chromaticity diagram, and a filter is disposed at the front side of the three kinds of cells, the filter having spectral characteristics of converting the mixed color to a color having a higher color temperature and defined by chromaticity coordinates that is close to the blackbody locus.

2. The gas discharge display device according to claim 1, wherein a first kind of cell includes a fluorescent material emitting a red light, a second kind of cell includes a fluorescent material emitting a green color, and a third kind of cell includes a fluorescent material emitting a blue color.

3. The gas discharge display device according to claim 1, wherein the structure conditions of the three kinds of cells are systematically set to uneven conditions.

4. The gas discharge display device according to claim 3, wherein the structure conditions are effective areas of the electrodes for generating gas discharge.

5. The gas discharge display device according to claim 3, wherein the three kinds of cells have fluorescent materials that distinguish light emission colors thereof, and the structure conditions are light emission areas of the fluorescent materials.

6. The gas discharge display device according to claim 3,

wherein the structure conditions are thickness values of the dielectric layers that cover electrodes for generating gas discharge.

7. The gas discharge display device according to claim 1, wherein the filter has wavelength selective absorption characteristics in which a wavelength having the minimum transmittance in the visible wavelength range is a value within the range between 560 and 610 nanometers.

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